F. Pump Station #4 Replacement

Construct replacement sewage pump station on Merrimac Trail adjacent to Haynes Pond, to increase capacity due to growth in the station's service area, by September 2004.

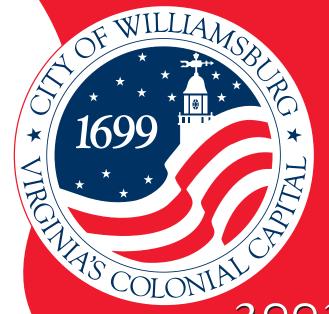
G. HERITAGE HUMANE SOCIETY

Work with Heritage Humane Society and adjoining counties in a cooperative effort to expand and upgrade, or replace, the existing animal shelter facilities on Waller Mill Road.

The Colonial Williamsburg Fifes and Drums play in City Square for the dedication of the City's Community Building in 1999.



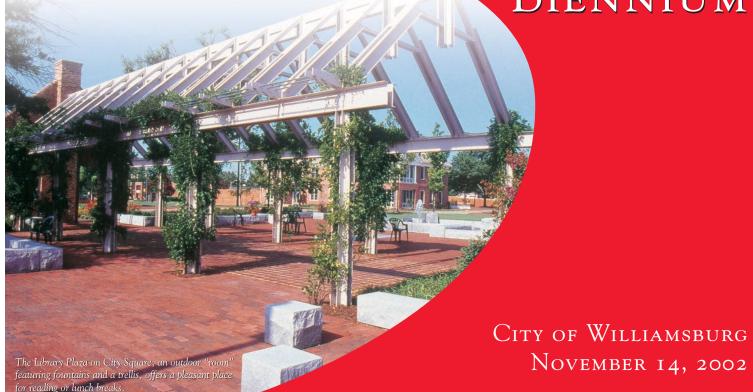
Goals and Initiatives



FOR THE

2003 AND 2004







Mayor Ieanne Zeidler



Vice-Mayor Wright B. Houghland



Councilman Clyde A. Haulman



Councilman Billy S. Scruggs



Councilman C. Russell Tabb

INTRODUCTION

Dear Citizens,

On November 14, 2002, City Council adopted the *Biennial Statement of Goals and Initiatives* for the City of Williamsburg as a guide for the calendar years 2003 and 2004, and for the budget preparation cycles for Fiscal Years 04 and 05.

Biennial Goals and Initiatives serve as an agenda of priority issues, identifying **fifty-seven** specific initiatives, organized under **eight** goal statements. The initiatives target actions for special focus and changing priorities. They are not intended to be a comprehensive list of all city services and activities. Therefore, many essential ongoing functions of the Williamsburg City government are not addressed as initiatives.

The Goals and Initiatives do provide, however, a concrete and coordinated expression of the City Council's direction for Williamsburg: Concrete because the initiatives are as specific and as measurable as we could make them. Coordinated because many initiatives support not only the goal statement under which they are found, but cross over to support other stated goals. For instance, redevelopment priorities under "Character of the City," and improvements identified under "Transportation," also contribute to the goal of "Economic Vitality." Similarly, initiatives under "Culture and Recreation" will enhance the quality of "Neighborhoods."

City Council and City Staff encourage comments and feedback at any time on this important document. Periodically, the document will be annotated to report actions and accomplishments for each initiative.

> Jeanne Zeidler Mayor

ENVIRONMENTAL SERVICES

Goal

Ensure an adequate supply of clean, safe drinking water; protect environment through operation of effective stormwater, wastewater and solid waste programs.

INITIATIVES

A. RAW WATER SUPPLY

Continue to actively support the Regional Raw Water Study Group in the construction of the King William Reservoir project through the federal and state permitting processes.

B. DOWNTOWN WATER SYSTEM UPGRADE

Install additional and replacement water lines on Henry and Francis Streets to increase fire flows for Merchants Square, the Williamsburg Inn and Williamsburg Lodge in 2003.

C. STORMWATER IMPROVEMENTS

Complete the stormwater management improvements in accordance with the city's Storm Water Master Plan. The highest priority is Woodmere Drive outfall extension.

D. STORMWATER PERMITTING

Coordinating with the Hampton Roads Planning District Commission, obtain for the City of Williamsburg a stormwater discharge permit from the Virginia Department of Environmental Quality as the next phase of the city's stormwater management program by 2004.

E. AUTOMATED WATER METERS

Complete the city-wide meter installation for the automated reading and billing system for city water meter accounts. Complete installation by September 2004.

CULTURE AND RECREATION

Goal

Enhance culture and recreational programming to meet the needs of the city families, youth and seniors, and continually upgrade the quality of cultural and recreational facilities.

INITIATIVES

A. WILLIAMSBURG ARTS FESTIVAL

Collaborate with the Virginia Arts Festival organization to bring the Arts Festival to Williamsburg for a full weekend of performing art May 23-25, 2003.



The marsh walk at College Landing Park where Papermill Creek joins College Creek is near the site where the city's colonial port connected to the James River and thence to the world beyond.

Courtesy of Dr. Ellen K. Rudolph

B. Waller Mill Point Improvement

Plan and evaluate development in Waller Mill Park of an attractive, partially covered outdoor gathering area on the point formerly occupied by the old restroom building.

C. WILLIAMSBURG REGIONAL LIBRARY RENOVATIONS

Renovate the theatre stage, replace theatre seating to include modifications for ADA accessibility, upgrade stage lighting, and install temperature controls in the meeting rooms by the end of the biennium.

Implement a new, smaller bookmobile service for educational workshops and specialized services to childcare facilities, adult respite care, and assisted living facilities.

D. New City Parks

Design new city parks in the Strawberry Plains subdivision, and as part of the High Street Project. Begin development of the Strawberry Plains Redevelopment neighborhood park during the biennium.

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Historical Interpreter Tom Hay, portraying Matthew Davenport the Colonial Clerk of Court, holds the City of Williamsburg's mace. The 1749 gilded mace is on public display at Colonial Williamsburg's DeWitt Wallace Decorative Arts Museum.

CHARACTER OF THE CITY

GOAL

Protect and enhance Williamsburg's unique character - its historic area, college, urban environment and green spaces.

INITIATIVES

A. PRINCE GEORGE STREET STREETSCAPE

Reconstruct Prince George Street from Boundary to Henry Street in conjunction with storm sewer replacement to create widened brick sidewalks, new street trees and street lighting. Complete project by Summer 2003.

B. BOUNDARY STREET STREETSCAPE

Replace and widen brick sidewalks on North Boundary Street from Richmond Road to Scotland Street at City Square, adding street trees and street lighting where appropriate. Complete project by Fall 2003.

C. MONTICELLO AVENUE STREETSCAPE

Place above ground utility poles and wires underground on Monticello Avenue from Richmond Road to Mount Vernon Avenue, and install a nine-foot wide landscape area between Monticello Avenue and Monticello Shopping Center parking lot. Complete project by Spring 2004.

D. REDEVELOPMENT OPPORTUNITIES

Encourage private redevelopment of underutilized commercial properties and new infill development, especially:

- On Richmond Road between Brooks Street and New Hope Road.
- On Henry Street between Lafayette Street and Prince George Street, and between Ireland Street and Mimosa Drive.
- On Capitol Landing Road from Bypass Road to Merrimac Trail. Strive to initiate or complete at least ten redevelopment/infill projects during the biennium.

E. OPEN SPACE

Continue to actively investigate and pursue open space and land conservation opportunities proposed in the 1998 Comprehensive Plan. Purchase land and/or development rights on specific parcels when availability, price and budget capacity align.

F. MAJOR COLLEGE CONSTRUCTION

Engage William and Mary in a dialogue to coordinate major college projects, such as the new Business School and Campus Drive parking garage, with the city's urban planning.

C. One-Stop Partnership for Employment Services

Continue to develop and implement a one-stop service delivery system with Thomas Nelson Community College, New Horizons, and the Virginia Employment Commission to be deemed "fully operational" by September 2003.

D. CITY YOUTH

Implement with Matthew Whaley Elementary School the 2003/04 early intervention and ready-to-learn initiative designed to give city children learning opportunities prior to kindergarten.

Implement the 2003/04 school year Delinquency and Truancy Prevention Initiative for at-risk students through the city's Youth and Family Services Program and the School System.

E. SENIORS AND DISABLED RESIDENTS

Recruit a total of ten local citizens by Summer 2004 for participation in a guardianship program to care for incapacitated city residents.

Support the Geriatric Center for Excellence in Aging and Geriatric Health, as part of the Crossroads Coalition, and encourage its development during the biennium.

Develop and distribute a "Citizens with Disabilities" directory of information and services for disabled residents and visitors by Fall 2003.

F. COMMUNITY VOLUNTEER INVOLVEMENT

Establish a Citizens' Emergency Response Team (CERT) as part of a Virginia Corps volunteer initiative by June 2003.

HUMAN SERVICES AND **EDUCATION**

GOAL

Address the educational, health, social, economic and workforce training needs of city families, youth, seniors and disabled citizens.

INITIATIVES

A. TNCC WILLIAMSBURG CAMPUS

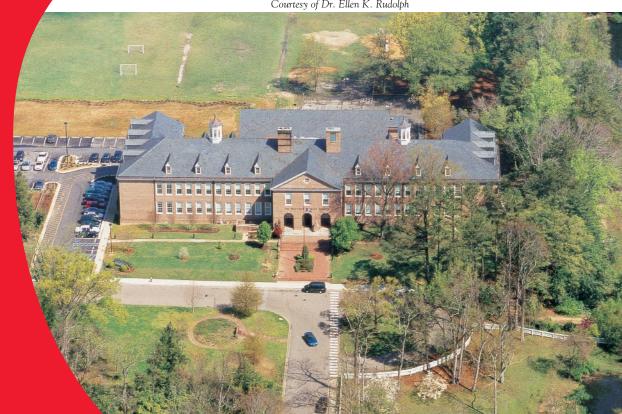
Pursue, in partnership with James City County and York County, a permanent Thomas Nelson Community College Campus on Eastern State property under the Commonwealth's planning process for mental health restructuring.

B. SECONDARY EDUCATION FACILITIES

Work with the School Board and James City County to achieve a joint vision for secondary education facilities expansion for the Williamsburg-James City County School System.

In the shadow of the colonial Governor's Palace, Matthew Whaley School is one of the elementary schools in the Williamsburg/James City County joint school system. It serves 500 students, predominantly city residents.

Courtesy of Dr. Ellen K. Rudolph





Wide brick sidewalks, new street lights and trees will enhance the retail environment of Prince George Street and strengthen the connections between the new Prince George Parking Garage to the north and an expanding Merchants Square to the south

G. Pedestrian Improvements

Build sidewalks per the Capital Improvement Plan, notably the reconstruction of the sidewalks on North Route 132 from the city limits to Lafayette Street, to be completed by December 2003.

H. COMPREHENSIVE PLAN UPDATE

Begin the next major update of the Comprehensive Plan in January 2004. The update should continue the City's focus on protecting and enhancing the natural and built environment of the city.

I. PLANNING FOR FUTURE CITY HALL

Begin a visioning process for future redevelopment of the northwest quadrant of the municipal center in City Square for a new city council chambers and city hall.

J. CITY LOGO IMPLEMENTATION PLAN

Develop and implement a plan for transitioning into the usage of the new city logo on city materials, signage, equipment, and uniforms. Complete plan implementation by the end of the biennium.

K. CITY ENTRANCE SIGNS

Redesign and replace City of Williamsburg welcome signs on major entrance corridors to enhance the image of the city during the biennium.

L. LITTER AWARENESS

Develop a litter awareness campaign by Fall 2003 to remind residents and visitors of the importance of keeping the city litter-free.

ECONOMIC VITALITY

Goal

Increase employment opportunities, family income, business success, and city revenues through the promotion of the city's tourism base and pursuit of other development/redevelopment opportunities.

INITIATIVES

A. HIGH STREET

Develop "High Street" – a new city street located between Richmond Road and Treyburn Drive extended, lined with shopping, entertainment, dining, office, and public spaces in a well landscaped, pedestrian friendly, architecturally appealing setting – per the March 2002 development agreement with Lerner Enterprises. Seek to obtain all development approvals, close on the property sale to Lerner, and begin construction by July 2004.

B. PRINCE GEORGE PARKING GARAGE

Construct the Prince George Parking Garage to provide 360 spaces to serve downtown customer parking needs in a structure which adds to the special architectural milieu of Williamsburg. Seek to open the garage prior to December 2003.

C. Downtown Parking Signage and Management

Concurrent with opening the Prince George Parking Garage, implement a new system of directional signage and parking control to make optimal use of both on street and off street parking in the downtown area.

D. REGIONAL CONVENTION CENTER

Encourage the public/private steering committee to continue to pursue ways and means for the development of a right sized, well located facility to attract meeting business to greater Williamsburg.

E. WILLIAMSBURG COMMUNITY HOSPITAL SITE

Assuming Sentara is successful in their plan to relocate Williamsburg Community Hospital outside the city, work over the next biennium and beyond to achieve optimal reuse of the site.

F. Medical Transport Insurance Reimbursement

Investigate a plan for billing health insurance companies for Emergency Medical Transport services. Implement a billing plan within the biennium consistent with the research.

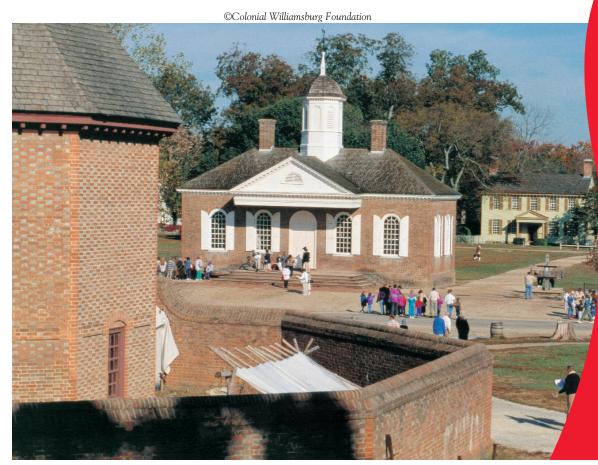
G. FIRE STATION REHABILITATION

Rehabilitate the fire station, including repairs to the roof trusses, replacement of overhead door systems, and replacement of bay and wing roofs. Begin in Spring 2003.

H.911 CENTER RENOVATION

Complete the planning phase for the 911 center renovations to include reorganizing the center's workspace, console, and display components. Complete planning, design, and implementation strategy, which allows uninterrupted 911 service during renovation within the biennium.

The Courthouse of 1770 was the seat of Williamsburg's city government until the 1930's. Today, the colonial local government is reenacted and interpreted in the carefully restored building. The present day City Council holds its swearing in ceremony and organizational meeting in the Courthouse every even numbered year on the First of July.





Goal

Ensure that city systems and facilities enable police, fire and judicial operations to protect and serve city residents, visitors, businesses and historical assets.

INITIATIVES

A. HOMELAND SECURITY GRANTS

Complete and submit FEMA and other federal grants as they become available for homeland security training and equipment during the biennium.

B. NATIONAL FIRE ACCREDITATION

Continue the five-year accreditation process of the National Fire Accreditation begun in 2000, with the intent to receive accreditation in 2005.

C. Police Bicycle Patrol

Develop and implement a police bicycle patrol to improve police presence and accessibility in city neighborhoods, and at special events. Implement the new patrol by Summer 2003.

D. Interagency Radio Interface

Purchase and deploy the public safety radio interoperability equipment to allow the city police and fire to communicate with surrounding localities at all megahertz levels.

E. COMMISSION ON ACCREDITATION FOR LAW ENFORCEMENT AGENCIES

Pass the comprehensive inspection conducted every three years by the Commission on Accreditation for Law Enforcement Agencies (CALEA) required for the Police Department to maintain its national accreditation. Complete by Fall 2003.

F. ROYALS PROPERTY ON MOORETOWN ROAD

Return to the private sector approximately 70 acres of property located in York County for reservoir sensitive development while retaining the balance of approximately 65 acres as permanent open space for watershed protection. Seek to close sale on or by July 2004.

G. CITY/YORK BOUNDARY ADJUSTMENT

Adjust the City/County boundary line in the vicinity of the CSX railroad line near Bypass Road and Richmond Road in cooperation with York County to rectify isolated or bisected properties for the benefit of property owners and both jurisdictions.

H. PARTNERSHIP FOR EMPLOYMENT OPPORTUNITIES

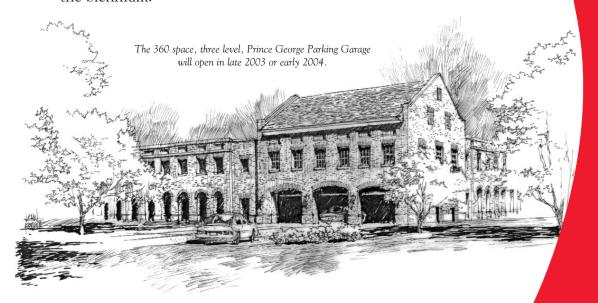
Support James City County, the College of William and Mary, and others in the Crossroads Partnership in expanding the region's base of higher income employment through the planning and implementation of the "Discovery" corridor linking William and Mary and the future campus of Thomas Nelson Community College.

I. BOTANICAL GARDEN FEASIBILITY

Work with concerned citizens to explore the feasibility of developing a privately funded botanical garden in the city during the biennium.

I. ALTERNATE FUNDING FOR MARKETING

Work with the tourism industry to explore additional sources of funding to increase tourism promotion in Williamsburg during the biennium.



INITIATIVES

A. RENTAL PROPERTY INSPECTION

Adopt and implement standards and procedures to regulate more effectively the maintenance and upkeep of rental housing near the center of the city.



Complete the construction of fifty-seven units of owner occupied affordable housing in the new Strawberry Plains neighborhood, including the development of a neighborhood park, through the partnership between the Williamsburg Redevelopment and Housing Authority and the city.

C. Braxton Court Area Community Development Study

Work with the Williamsburg Redevelopment and Housing Authority to implement a planning grant from the State Department of Housing and Community Development for a possible Braxton Court Area Community Development project.

D. TRAFFIC CALMING IN RESIDENTIAL NEIGHBORHOODS

Using work on John Tyler Lane as a model, continue to evaluate city residential streets where traffic volumes and speeds represent a threat to safety and seek effective traffic calming measures. Complete the work begun on Newport Avenue by June 2003.

E. NEIGHBORHOOD COUNCIL

Provide city support for meetings of the Neighborhood Council group representing many in-city neighborhood associations, and seek to interact with the Neighborhood Council as a means of citizen engagement.

Goal

Advance the safety, function and beauty of Williamsburg's entrance corridors and street network for the benefit of pedestrians, cyclists and motorists, and promote expanded use of transit and rail.

INITIATIVES

A. Treyburn Drive Extension

Extend Treyburn Drive from Monticello Avenue to Ironbound Road as a two lane urban street with sidewalks, bikeways and landscaping. Use the Public-Private Transportation Act to develop this project under a city/VDOT administrative agreement, with construction to begin by July 2004.

B. RICHMOND ROAD RECONSTRUCTION

Urge VDOT to begin road construction on Richmond Road, Brooks Street to New Hope Road, by March 2004. Complete underground wiring phase of the project by March 2003.

C. WILLIAMSBURG AREA TRANSPORT GOVERNANCE

Resolve the corporate structure of Williamsburg Area Transport with local control proportional to local contribution. Seek to create a regional authority or other appropriate governing structure during the biennium.

D. IRONBOUND ROAD/MONTICELLO INTERSECTION

Assist James City County and VDOT in reconstruction of the Ironbound Road/Monticello Intersection to be funded and authorized during this biennium.

E. JAMESTOWN ROAD AND ROUTE 199 INTERSECTION

Assist VDOT and its contractor in completing planned improvements to Route 199 at Jamestown Road to improve intersection capacity and pedestrian safety.



The City's restored and refurbished Williamsburg Transportation Center link AMTRAK, taxis, rental cars, and interstate buses with the transfer hub of Williamsburg Area Transport - our new regional transit system.

Courtesy of Williamsburg Area Transport

No city neighborhood is far from the center of town where Richmond Road, Jamestown Road and Duke of Gloucester Street meet at College Corner.

Courtesy of Dr. Ellen K. Rudolph